



# Game Day Men's Sampling 2021

## Get Samples in the Hands of 20K Millennial Men

Did you know that 48% of millennial men (ages 20-35) say style means self-expression? Millennial men spend more on personal care products than any other generation. Men's grooming products account for over \$50 billion, and will accelerate at a growth rate of 5.4% to reach \$166 billion in 2022.

This is a demographic you don't want to miss out on reaching. Get your samples in their hands and gain loyal customers for years to come.

Sample bags filled with samples will be handed out during football tailgating at 5 colleges in close proximity to all 3 major drugstore chains and top 2 mass merchandisers, as well as distributed at exits of 5 popular NFL Games such as the Baltimore Ravens, New York Jets, LA Rams and more! Coupons are included in every sample bag to direct customers to make a purchase either in-store or online.



### Program Options & Costs:

**Sampling ONLY Option - 20,000 Bags**

**Cost: \$6,000 + 20,000 samples**

**Coupon\* ONLY Option - 20,000 Bags**

**Cost: \$4,000**

**SAVE! Sampling + Coupon\* - 20,000 Bags**

**Cost: \$9,000 + 20,000 samples**

\*Coupon redemption not included. **NOTE:** Costs do not include sales tax.

**SIGNUP DEADLINE 5/31/21**

ARTWORK DUE 6/14/21 | SAMPLES DUE 7/16/21



### Sample Distribution Begins: September 2021

#### Program Details:

- ✓ 20,000 Sample bags distributed to men exiting 5 NFL games, and during football tailgating at 5 colleges with proximity to all 3 major drugstore chains
- ✓ Vendors ship to CosPro Agency's warehouse, where samples are collated in custom drawstring backpacks
- ✓ CosPro Agency ships direct to the venues and provides street teams and event management

#### Requirements:

- ✓ Individual sample size must not exceed 2 oz. in weight
- ✓ Coupons\* may be substituted for a sample
- ✓ Breakable items must be inside bubble wrap
- ✓ Saleable items must have barcodes covered with 'not for resale' label  
(CosPro Agency can provide this service for \$.10 per sample)